

1 32. (New) The graphical user interface (GUI) of claim 31, wherein the GUI further
2 comprises a second multi-media identifier corresponding to a theme song of the
3 entertainment program to be rendered responsive to selection of the second multi-media
4 identifier.

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1 33. (New) The graphical user interface (GUI) of claim 31, wherein the GUI further
2 comprises a second multi-media identifier corresponding to a video clip of the
3 entertainment program to be rendered responsive to selection of the first multi-media
4 identifier.

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1 34. (New) A graphical user interface (GUI) for presenting data associated with an
2 entertainment program, comprising:

3 textual data about the entertainment program; and
4 a first multi-media identifier corresponding to a theme song of the entertainment
5 program to be rendered responsive to selection of the first multi-media identifier.

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1 35. (New) The graphical user interface (GUI) of claim 34, wherein the GUI further
2 comprises a second multi-media identifier corresponding to a video clip of the
3 entertainment program to be rendered responsive to selection of the first multi-media
4 identifier.

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1 36. (New) A graphical user interface (GUI) for presenting data associated with an
2 entertainment program, comprising:
3 textual data about the entertainment program; and
4 a first multi-media identifier corresponding to a video clip of the entertainment
5 program to be rendered responsive to selection of the first multi-media identifier.

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1 37. (New) An apparatus comprising:

2 a storage medium having stored therein a plurality of programming instructions
3 to render a graphical user interface (GUI) for presenting data associated with an
4 entertainment program, wherein the GUI includes a first multi-media identifier
5 corresponding to a critique of the entertainment program to be rendered responsive to
6 selection of the first multi-media identifier; and
7 a processor coupled to the storage medium to execute the programming
8 instructions.

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1 38. (New) The apparatus of claim 37, wherein the GUI further comprises a second
2 multi-media identifier corresponding to a theme song of the entertainment program to
3 be rendered responsive to selection of the second multi-media identifier.

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1 39. (New) The apparatus of claim 37, wherein the GUI further comprises a second
2 multi-media identifier corresponding to a video clip of the entertainment program to be
3 rendered responsive to selection of the first multi-media identifier.

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1 40. (New) An apparatus comprising:

2 a storage medium having stored therein a plurality of programming instructions
3 to render a graphical user interface (GUI) for presenting data associated with an
4 entertainment program, wherein the GUI includes a first multi-media identifier
5 corresponding to a theme song of the entertainment program to be rendered responsive
6 to selection of the first multi-media identifier; and

7 a processor coupled to the storage medium to execute the programming
8 instructions.

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1 41. (New) The apparatus of claim 40, wherein the GUI further comprises a second
2 multi-media identifier corresponding to a video clip of the entertainment program to be
3 rendered responsive to selection of the first multi-media identifier.

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1 42. (New) An apparatus comprising:

2 a storage medium having stored therein a plurality of programming instructions
3 to render a graphical user interface (GUI) for presenting data associated with an
4 entertainment program, wherein the GUI includes a first multi-media identifier
5 corresponding to a video clip of the entertainment program to be rendered responsive to
6 selection of the first multi-media identifier; and
7 a processor coupled to the storage medium to execute the programming
8 instructions.